



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

McLaughlin & Associates
566 S RI 303
Blauvelt, NY 10913

Contract # 1352922

Schedule Dates 08/11/12-08/14/12
Advertiser Florida Federation for Children (73508)
Agency McLaughlin & Associates (9012)
Product POLITICAL ISSUE (ns) (1187)
Brand FL FED 4 CHILD 8/11 (466878)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name /
Phone/Fax 362
CPE 362
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments FL FED 4 CHILD 8/11
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** FL FEDERATION FOR CHILDREN

Date Entered 08/09/12
Last Modified 08/13/12
Entered By Nancy Brutus
CO-OP No
Headline # 06271021
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,575.75
Net Total \$8,929.25
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month
Aug. 2012
Grand Total:
Spots 18
Rate \$10,505.00
\$10,505.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/13/12-08/14/12	2	:30	9A-10A (EST)	2	X	X						2	\$300.00	\$600.00	West Palm Beach (WPEC)		8/9/12
2.0	Normal Line / SPOT (2)	08/13/12-08/14/12	2	:30	11A-12P (EST)	2	X	X						2	\$415.00	\$830.00	West Palm Beach (WPEC)		8/9/12
3.0	Normal Line / SPOT (3)	08/13/12-08/14/12	2	:30	12P-1230P (EST)	1		1						2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		8/9/12
4.0	Normal Line / SPOT (4)	08/13/12-08/14/12	2	:30	3P-4P (EST)	1	X	X						1	\$300.00	\$300.00	West Palm Beach (WPEC)		8/9/12
5.0	Normal Line / SPOT (5)	08/13/12-08/14/12	2	:30	4P-5P (EST)	1	X	X						1	\$450.00	\$450.00	West Palm Beach (WPEC)		8/9/12
6.0	Normal Line / SPOT (6)	08/13/12-08/14/12	2	:30	530P-6P (EST)	1	X	X						1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/9/12
7.0	Normal Line / SPOT (7)	08/13/12-08/14/12	2	:30	530P-6P (EST)	1	X	X						1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/9/12
8.0	Normal Line / SPOT (8)	08/13/12-08/14/12	2	:30	6P-630P (EST)	1	X	X						1	\$900.00	\$900.00	West Palm Beach (WPEC)		8/9/12
9.0	Normal Line / SPOT (9)	08/13/12-08/14/12	2	:30	7P-730P (EST)	1	X	X						1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/9/12
10.0	Normal Line / SPOT (10)	08/13/12-08/14/12	2	:30	11P-1130P (EST)	1	X	X						1	\$1,050.00	\$1,050.00	West Palm Beach (WPEC)		8/9/12
11.0	Closed Preempt (11)	08/11/12	2	:30	6P-630P (EST)							1			\$450.00		West Palm Beach (WPEC)		8/9/12
12.0	Normal Line / SPOT (12)	08/11/12-08/11/12	2	:30	7P-730P (EST)							1		1	\$525.00	\$525.00	West Palm Beach (WPEC)		8/9/12

CONFIRMATION CONTRACT

Accepted-Station: _____ Date: _____
Comments: _____



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West Palm Beach (WPEC)	Spots	Rate
By Broadcast Month		
Aug. 2012	18	\$10,505.00
Grand Total:	18	\$10,505.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT (13)	08/11/12-08/14/12	2	:30	1P-11:30P (EST)							1		1	\$1,050.00	\$1,050.00	West Palm Beach (WPEC)		8/9/12
14.0	Normal Line / SPOT (14)	08/12/12-08/12/12	2	:30	6:30P-7P (EST)								1	1	\$450.00	\$450.00	West Palm Beach (WPEC)		8/9/12
15.0	Normal Line / SPOT (15)	08/12/12-08/12/12	2	:30	11P-11:30P (EST)								1	1	\$1,050.00	\$1,050.00	West Palm Beach (WPEC)		8/9/12
16.0	W/G For 11.0.1 / SPOT	08/13/12-08/13/12	2	:30	6P-6:30P (EST)		1							1	\$450.00	\$450.00	West Palm Beach (WPEC)		8/13/12

CONFIRMATION CONTRACT

Date: 8/9/12

Date:

Accepted-Station:

Date:

Accepted-Advertiser:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 8.6.2012
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I, McLaughlin & Associates
do hereby request station time concerning the following issue:

Primary Election SD27

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Florida Federation for Children

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

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I represent that the payment for the above described broadcast time has been furnished by:

Florida Federation for Children

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

Chairperson: John Kirtley

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

8.6.12

Signature _____

203.966.9757

Contact Phone Number

☐ Accepted

☐ Accepted in Part☐ Rejected

Lillie K. Roberts Lillie K. Roberts Sales Director
Signature Printed Name Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLA. Federation of Children PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 8/14/12

INQUIRY MADE BY: _____
Candidate Manager Agency Committee (circle one)

ADDRESS: McLaughlin & Associates
566 STATE ROAD 303
Blauvelt, NY 10913

PHONE: 845-365-2000 FAX: 845-365-2008

EMAIL: _____

Information Requested: Rates & Avails

Final Disposition: Order placed

If Committee, list officers and position: Chairperson: John Kirtley

TAKEN BY: Cheryl Blake DATE: _____ TIME: _____
T' Rod WASH